

Abstract

A computer-implemented forecasting method by which a business, selling a product/service to a business (non-consumer) market, can, for its forecast period, input market size and competitive data, to: (1) forecast its market share, as a percent of the total units of currency (for example, U.S. dollars) to be captured in the market, (2) forecast its market share, in units of currency (for example, U.S. dollars), (3) forecast a product/service pricing ratio, versus its leading competitor, that will be necessary for the forecasting business to use in order to attain its forecasted market share, (4) forecast its leading competitor's market share, as a percent of the total units of currency (for example, U.S. dollars) to be captured in the market, and, (5) forecast the combined market share of all of its other competitors, as a percent of the total units of currency (for example, U.S. dollars) to be captured in the market.